

ORDER

Orders
Order / Rev: 496506
Alt Order #:
Product Desc: Oct 13-19, 2012
Estimate: 12179
Flight Dates: 10/13/12 - 10/19/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: GENERAL

CBS5

Primary AE: House KPHO Local House KPHO Local
Sales Office: KPHO
Sales Region: Local

Agency
Name: Media Strategies and Research
Buying Contact: Suzanne Collins
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: AZ Corp Commission- Bushing/Kenne
Demographic: A35+
Product Codes: Political-Candidates
Priority: IMP
Revenue Codes: POL, PLC, POL LPL

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	53	\$36,950.00	\$31,407.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$36,950.00	\$31,407.50	0.00
Totals	53	\$36,950.00	\$31,407.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House KPHO Local			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
CBS5	20%	\$36,950.00
Market	100%	\$184,750.00

Competitive Share

Competitive Share	Share	Total
DPHO	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KAZT	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KMOH	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	20%	\$36,950.00
KPAZ	0%	\$0.00
KPNX	20%	\$36,950.00
KPPX	0%	\$0.00
KSAZ	20%	\$36,950.00
KTFL	0%	\$0.00
KTVK	20%	\$36,950.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00

Order / Rev: 496506
 Alt Order #:
 Flight Dates: 10/13/12 - 10/19/12

Advertiser: AZ Corp Commission- Bushing/Kennedy
 Product Desc: Oct 13-19, 2012
 Estimate: 12179

CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	10/13/12	10/19/12	M-F 6-630a M-F 6-630a	CM	M-F 6-630a	MTWTF--	:30	5	\$150.00	PMT	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	MTWTF--		5			\$150.00			0.00			
N 2	KPHO	10/13/12	10/19/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a	MTWTF--	:30	5	\$135.00	PMT	0.00	NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	MTWTF--		5			\$135.00			0.00			
N 3	KPHO	10/13/12	10/19/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a	MTWTF--	:30	5	\$200.00	PMT	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	MTWTF--		5			\$200.00			0.00			
N 4	KPHO	10/14/12	10/14/12	CBS Sunday Morning CBS SUNDAY MORNING	CM	Various	-----S	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	-----S		1			\$500.00			0.00			
N 5	KPHO	10/16/12	10/16/12	M-F 9a-10a PRICE IS RIGHT	CM	M-F 9a-10a	-T-----	:30	1	\$700.00	PMT	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	-T-----		1			\$700.00			0.00			
N 6	KPHO	10/15/12	10/18/12	M-F 11a-12p YOUNG & THE RESTLESS	CM	M,Th 1059a-1159a	--T---	:30	2	\$400.00	IMP	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	M--T---		2			\$400.00			0.00			
N 7	KPHO	10/17/12	10/19/12	M-F Midday News CBS 5 NEWS @ NOON	CM	W, F 12p-1230p	--W-F--	:30	2	\$450.00	PMT	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	--W-F--		2			\$450.00			0.00			
N 8	KPHO	10/16/12	10/19/12	M-F 4-5p ANDERSON COOPER	CM	T, F 358p-458p	-T--F--	:30	2	\$225.00	IMP	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	-T--F--		2			\$225.00			0.00			
N 9	KPHO	10/13/12	10/19/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p	MTWTF--	:30	5	\$700.00	PMT	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	MTWTF--		5			\$700.00			0.00			
N 10	KPHO	10/13/12	10/19/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News	MTWTF--	:30	5	\$600.00	PMT	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	MTWTF--		5			\$600.00			0.00			
N 11	KPHO	10/13/12	10/19/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News	MTWTF--	:30	5	\$800.00	PMT	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	MTWTF--		5			\$800.00			0.00			
N 12	KPHO	10/13/12	10/13/12	Sat 5PM News CBS 5 NEWS @ 5P	CM	Sa 5PM News	-----S-	:30	1	\$250.00	IMP	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	-----S-		1			\$250.00			0.00			
N 13	KPHO	10/13/12	10/13/12	Sat 530PM News CBS 5 NEWS @ 530P	CM	Sat 530PM News	-----S-	:30	1	\$225.00	IMP	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	-----S-		1			\$225.00			0.00			
N 14	KPHO	10/14/12	10/14/12	Su 530PM News CBS 5 NEWS @ 530P	CM	Su 530p-6p	-----S	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/12	10/19/12	-----S		1			\$800.00			0.00			
N 15	KPHO	10/16/12	10/16/12	Tue 7p-8p NCIS	CM	Tue 7p-8p	-T-----	:30	1	\$3,500.00	IMP	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 496506
Alt Order #:
Flight Dates: 10/13/12 - 10/19/12

Advertiser: AZ Corp Commission- Bushing/Kennedy
Product Desc: Oct 13-19, 2012
Estimate: 12179
CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KPHO	10/16/12	10/16/12	Tue 7p-8p NCIS	CM	Tue 7p-8p -T-----	:30	1	\$3,500.00	IMP	0.00	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/13/12 10/19/12 -T----- 1 \$3,500.00 0.00														
N 16	KPHO	10/17/12	10/17/12	Wed 9p-10p CSI:CRIME SCENE INVESTIG	CM	Wed 9p-10p --W----	:30	1	\$3,000.00	IMP	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/13/12 10/19/12 --W---- 1 \$3,000.00 0.00														
N 17	KPHO	10/14/12	10/14/12	Sun 6p-7p 60 MINUTES	CM	Sun 6p-7p -----S	:30	1	\$4,000.00	IMP	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/13/12 10/19/12 -----S 1 \$4,000.00 0.00														
N 18	KPHO	10/13/12	10/19/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p MTWTF--	:30	5	\$1,300.00	PMT	0.00	NM	5	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/13/12 10/19/12 MTWTF-- 5 \$1,300.00 0.00														
N 19	KPHO	10/13/12	10/13/12	Sa Late News Sa Late News	CM	Sa 10p-1035p -----S-	:30	1	\$900.00	PMT	0.00	NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/13/12 10/19/12 -----S- 1 \$900.00 0.00														
N 20	KPHO	10/14/12	10/14/12	Su Late News Su Late News	CM	Su 10p-1035p -----S	:30	1	\$1,000.00	PMT	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/13/12 10/19/12 -----S 1 \$1,000.00 0.00														
N 21	KPHO	10/15/12	10/18/12	Letterman DAVID LETTERMAN	CM	M-F 1035p-1138p M--T---	:30	2	\$250.00	IMP	0.00	NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/13/12 10/19/12 M--T--- 2 \$250.00 0.00														
*Tax 1 Note: Tax 0.5%													Totals	53 \$36,950.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KPHO-TV Phoenix	Date: 9/28/2012
--	---------------------------

I, Media Strategies and Research

being/on behalf of: Marcia Busching Sandra Kennedy Paul Newman, a legally

qualified candidate of the Democratic political

party for the office of: AZ Corporate Commission

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Saturday, October 13, 2012			Friday, October 19, 2012		

Total Charges: \$36,950.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Tom Linn, Marsha Busching, Angelique Crouse

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, September 28, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title